

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCIAL, INC.

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Get a taste of it.



**Merit**  
*The low tar flavor break.*

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Kings: 8 mg. "tar," 0.5 mg. nicotine av. per cigarette, FTC Report Feb. '85. Soft Kings: 8 mg. "tar," 0.6 mg. nicotine av. per cigarette, by FTC method.



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